

## Business Foundations

### Communication

A.4.1	Demonstrate correct spelling, grammar, word usage, and legible writing (see LA B.4.3)
A.4.2	Write, edit, and revise an original, creative work incorporating correct spelling, grammar, and punctuation (see LA B.4.2)
A.4.3	Compose simple requests for information (see LA B.4.1)
A.4.4	Take simple notes (see LA F.4.1)
A.4.5	Compose a standard business letter (see LA B.4.1, B.4.2)
A.4.6	Express wants, needs, and feelings (see LA C.4.3)
A.4.7	Demonstrate the difference between opinion and fact (see LA C.4.2)
A.4.8	Participate in group discussion and role playing (see LA C.4.1)
A.4.9	Demonstrate telephone etiquette
A.4.10	Follow oral directions (see LA C.4.2)
A.4.11	Demonstrate the ability to listen for meaning (see LA C.4.2)
A.4.12	Record complete and accurate messages and notes (see LA B.4.1)
A.4.13	Give and follow simple instructions (see LA B.4.1, C.4.1, C.4.2)
A.4.14	Greet people appropriately in a variety of situations (see LA D.4.2)
A.4.15	Take turns communicating in a group situation (see LA C.4.1, C.4.3)
A.4.16	Deliver informal appreciation messages in a variety of situations (see LA D.4.2, B.4.1)
A.4.17	Make a written/oral request (see LA D.4.2)
A.8.1	Write, edit, and revise business correspondence, outlines, summaries, and reports using correct grammar, mechanics, and word usage (see LA B.8.1, B.8.2)
A.8.2	Differentiate between paraphrasing, documentation, and plagiarism (see LA F.12.1)
A.8.3	Demonstrate the ability to paraphrase and document sources (see LA F.12.1)
A.8.4	Demonstrate an awareness to language bias (see LA C.8.1, D.8.2)
A.8.5	Plan, draft, and revise a spontaneous piece that demonstrates effective language use, structure, style, and correctness (see B.8.2)
A.8.6	Present brief impromptu remarks pertaining to topics of current or general interest (see LA C.8.1)
A.8.7	Research and present a speech relating to career choices (see LA C.8.1)
A.8.8	Ask appropriate questions when more information is needed (see LA C.8.3)
A.8.9	Demonstrate and interpret nonverbal cues (see LA C.8.3)
A.8.10	Demonstrate respect for differences in regional and multicultural communication (see LA C.8.1, D.8.2)
A.8.11	Identify and define the components of the communication process (see LA C.8.2)
A.8.12	Identify barriers to communications
A.8.13	Make introductions in a variety of situations
A.8.14	Describe the steps of problem-solving negotiation
A.8.15	Describe the characteristics of an effective team
A.8.16	Write a thank-you letter
A.12.1	Use a variety of references and resources (electronic and printed) for the purpose of writing business documents (see LA B.12.1, F.12.1, F.8.1)
A.12.2	Produce technical writing such as memos, forms, instructions, letters, and resumes for appropriate audiences (see LA B.12.1)
A.12.3	Write formal and informal reports supported by appropriate graphic aids (see LA B.12.1, B.12.3, E.12.1)
A.12.4	Analyze and respond in writing to business situations (both individually and collaboratively) (see LA B.12.1, F.12.1)
A.12.5	Participate in group discussions for problem resolution (see LA C.12.13)
A.12.6	Organize and lead discussions; participate in meetings; answer questions in formal and informal situations (see LA C.12.13)
A.12.7	Identify and overcome major barriers to listening (see LA C.12.2, C.12.3)
A.12.8	Assess and respond to a speaker's nonverbal messages (see LA C.12.2)

## Business Foundations

### Communication (continued)

A.12.9	Give examples of how nonverbal messages have different meanings in various cultures (see LA D.12.2)
A.12.10	Demonstrate interactive listening techniques (see LA C.12.3)
A.12.11	Demonstrate strategies for overcoming communication barriers
A.12.12	Respond appropriately to the audience and the situation
A.12.13	Demonstrate effective negotiation skills
A.12.14	Describe strategies for communicating with supervisors
A.12.15	Describe strategies for communicating with co-workers
A.12.16	Describe strategies for communicating with customers/clients
A.12.17	Prepare persuasive messages for a variety of situations
A.12.18	Accept or decline a request
A.12.19	Identify elements of good customer service
A.12.20	Participate as a productive member of a group
A.BS.1	Research and write business-specific technical reports that incorporate graphic aids (see LA B.12.1, B.12.2, B.12.3, E.12.1)
A.BS.2	Analyze and respond to complex business case studies
A.BS.3	Edit business documents to improve content and effectiveness (see LA B.12.2)
A.BS.4	Compose, edit, and produce executive summaries (see LA B.12.1, B.12.2, B.12.3)
A.BS.5	Give a formal presentation using appropriate graphics, media, and support materials (see LA C.12.1, E.12.3)
A.BS.6	Present point of view on a current business issue
A.BS.7	Serve effectively as an interviewer or interviewee in public relations, civic, media, and community situations (see LA F.12.1)
A.BS.8	Evaluate media and oral presentations analytically and critically (see LA C.12.3, E.12.4)
A.BS.9	Preside at meetings
A.BS.10	Use negotiation strategies to resolve a conflict
A.BS.11	Demonstrate the ability to satisfy a customer's request
A.BS.12	Prepare and deliver a presentation for a specific business purpose
A.BS.13	Participate in and evaluate mock interviews
A.BS.14	Discuss the importance of verbal and nonverbal communications during an interview

## Business Foundations

### Computation (NBEA Standards)

I.	Apply basic mathematical operations to solve problems
II.	Solve problems involving whole numbers, decimals, fractions, percents, ratios, averages, and proportions
III.	Use algebraic operations to solve problems
IV.	Use common international standards of measurement when solving problems
V.	Analyze and interpret data using common statistical procedures
VI.	Use mathematical procedures to analyze and solve business problems

## Business Foundations

### Career Development

J.4.1	Work cooperatively in a group
J.4.2	Follow oral directions (see LA C.4.2)
J.4.3	Demonstrate courtesy to others
J.4.4	Demonstrate respect to others
J.4.5	Demonstrate good manners
J.4.6	Respect the rights and feelings of others
J.4.7	Describe the advantages of working together as a team
J.4.8	Discuss the importance of being able to work together with people who are different from oneself
J.8.1	Identify leadership styles
J.8.2	Demonstrate the ability to work with others
J.8.3	Provide examples of how behavior affects the feelings of others
J.8.4	Discuss the importance of honesty when working with others
J.8.5	Discuss the importance of integrity
J.8.6	Describe different cultural behaviors and expectations (see SS E.8.10)
J.8.7	Distinguish between fact and opinion (see LA C.4.2)
J.8.8	Expand vocabulary to include simple business terms
J.8.9	Demonstrate respect for others who are different from oneself
J.8.10	Describe characteristics of a team working together successfully
J.12.1	Demonstrate appropriate interpersonal skills when working with others
J.12.2	Identify stereotypes and discriminatory behaviors that could impact personal and organizational success
J.12.3	Demonstrate ability to give and receive constructive criticism
J.12.4	Interact effectively with people from various backgrounds
J.12.5	Organize and participate in a discussion (see LA C.8.3, C.12.3)
J.12.6	Demonstrate courteous attention to speakers
J.12.7	Demonstrate the ability to work as part of a team
J.12.8	Demonstrate the ability to work independently
J.12.9	Give examples of how nonverbal messages have different meanings in various cultures
J.12.10	Demonstrate delegation skills
J.12.11	Define ethics
J.12.12	Explain why motivation, leadership, and trust are important to a team
J.12.13	Compare and contrast alternative leadership styles
J.12.14	Explain the importance of consumer trust for the successful conduct of business
J.BS.1	Practice appropriate interpersonal skills in a business setting
J.BS.2	Plan and present short presentations individually or as a member of a team
J.BS.3	Demonstrate an acceptance of different cultural beliefs and practices
J.BS.4	Demonstrate successful listening techniques
J.BS.5	Demonstrate professional behavior in the work environment
J.BS.6	Participate as a member of a team in a business environment
J.BS.7	Use appropriate etiquette when relating to business people of various cultures
J.BS.8	Demonstrate effective consensus-building techniques in a group situation
J.BS.9	Identify ways in which honesty and integrity of co-workers affect work performance
J.BS.10	Lead a committee or preside at a meeting
J.BS.11	Explain the different roles people assume when working in groups

## Business Foundations

### Career Development (continued)

K.4.1	Identify own likes and dislikes and careers that match these preferences
K.4.2	Identify what he/she does well
K.4.3	Identify what he/she needs to improve
K.4.4	Identify various types of occupations in the community
K.4.5	Describe careers of immediate family members
K.4.6	Demonstrate ability to work cooperatively with other students and family members
K.8.1	Identify own talents and interests
K.8.2	Identify own strengths and weaknesses with examples
K.8.3	Assess how one's strengths and weaknesses relate to a variety of career options
K.8.4	Compare one's skills and aptitudes with various career options
K.8.5	Describe several occupations within the business occupational cluster
K.8.6	Initiate a lifework plan to assess self, select high school courses, and identify potential career options
K.8.7	Create a career portfolio that includes career research materials
K.8.8	Compare education options
K.8.9	Use a variety of resources to gather information about careers
K.8.10	Relate career interests to opportunities in the global economy
K.8.11	Describe habits needed for career success
K.8.12	Demonstrate effective interpersonal skills in a work team relationship
K.8.13	Describe appropriate etiquette for work situations
K.12.1	Assess and analyze personal talents and interests as they relate to career decisions
K.12.2	Describe how personal qualities transfer from school to work
K.12.3	Identify ways to overcome weaknesses and capitalize on strengths
K.12.4	Update and present career portfolio that includes career research materials and work samples
K.12.5	List sources of training related to career plan
K.12.6	Analyze projected career opportunities and trends
K.12.7	Create a career and education (lifework) plan for transition from high school
K.12.8	Demonstrate habits needed for career success
K.12.9	Experience paid/unpaid work opportunities
K.12.10	Explain the benefits of community involvement
K.12.11	Discuss social and ethical standards of the workplace
K.12.12	Prepare documents for a job campaign
K.12.13	Participate in a mock interview
K.12.14	Describe employment trends in the workplace
K.12.15	Develop and maintain a job search database
K.BS.1	Identify how one's own strengths match skills needed for business career cluster
K.BS.2	Develop strategies to acquire skills needed for business career cluster
K.BS.3	Identify strategies to use to upgrade and improve performance
K.BS.4	Explore entrepreneurship opportunities
K.BS.5	Explain the need for flexible career planning
K.BS.6	Identify a network of business people who will provide assistance in securing a job
K.BS.7	Explain the benefits of professional involvement
K.BS.8	Develop a database of professional organizations related to chosen career cluster
K.BS.9	Experience paid school- and work-based opportunities related to business occupational cluster

<b>Financial</b>	
<b>Financial Procedures</b>	
D.4.1	Understand that productive resources are limited and that people cannot have all the goods and services they want; as a result they must choose some things and give up others. Identify the opportunity cost of a decision when one alternative is chosen (see SS D.4.1, D.4.2, D.4.7)
D.4.2	Define economic wants and explain how they are satisfied (see SS D.4.2)
D.4.3	Identify factors that can influence the prices of goods and services
D.8.1	Describe the characteristics of a market system (i.e., private property, freedom of choice, self interest, competition, prices set in markets by supply and demand, and limited role of government)
D.8.2	Give examples to explain how businesses depend upon workers with specialized skills to make production more efficient (see SS D.4.4)
D.8.3	Identify consumer rights and responsibilities
D.8.4	Give examples to show how government provides for the national defense, health and safety, environmental protection, defense of property rights, and the maintenance of free and competitive markets (see SS D.8.3, D.8.5, D.12.11)
D.8.5	Apply economic concepts to consumer decision making, buying, saving, and investing (see SS D.8.1)
D.12.1	Describe the components of economic activity and illustrate how they interact with each other
D.12.2	Describe the possible effects of the national debt on the level of economic activity in the long run (see SS D.8.6)
D.12.3	Explain how consumer legislation may affect consumer product prices (see SS D.12.5)
D.12.4	Demonstrate an understanding of current local, state, national, and international economic issues (see SS D.12.6, D.12.13)
D.12.5	Describe the roles of business enterprises, consumers, and government in our mixed economy (see SS D.8.10, D.12.7, D.12.14)
D.12.6	Explain how interest rates are determined by market forces and how they influence the amount of borrowing and saving by business investors, consumers, and government officials (see SS D.12.11)
D.BS.1	Explain the basic characteristics of international trade including absolute and comparative advantage, barriers to free trade, exchange rate, and balance of trade
D.BS.2	Analyze how income will be affected by factors such as supply and demand, location, level of education, type of industry, union or non-union membership, gender, ethnicity, skill levels, work ethics, worker productivity, and market value of what workers produce
D.BS.3	Understand the necessity for choices and the role of the decision-making process for analyzing individual business and societal decisions
D.BS.4	Compare and contrast the different types of economic systems (command, market, traditional, and mixed)
D.BS.5	Explain the concepts of inflation, unemployment, and Gross Domestic Product and describe how they are measured
C.4.1	Recognize different denominations of currency and coins (see M B.4.3)
C.4.2	Identify the value of each denomination (see M D.4.4)
C.4.3	Calculate mathematics problems requiring adding, subtracting, multiplying, and dividing different denominations (see M B.4.5)
C.4.4	Estimate mathematical calculations
C.8.1	Calculate sales tax (see M B.8.5)
C.8.2	Make change in a sales transaction
C.8.3	Determine the amount of savings needed for a short-term goal
C.8.4	Verify the accuracy of financial calculations
C.12.1	Calculate simple interest on loans (see M D.12.3)
C.12.2	Maintain and reconcile a checking account

## Financial

### Financial Procedures

C.12.3	Prepare a budget of personal income and expenses
C.12.4	Explain the use of credit cards, bank cards, debit cards, credit ratings, and loan applications
C.12.5	Construct and read charts, tables, and graphs that summarize data from real world situations (see M F.12.2)
C.12.6	Use calculators appropriately to aid computations and understanding (see M B.4.5)
C.12.7	Contrast rental, lease, or purchase options of property
C.12.8	Prepare a simple income tax form
C.12.9	Contrast short- and long-term investment options
C.BS.1	Identify, prepare, and analyze financial statements
C.BS.2	Calculate loan payments with different interest rates (see M D.12.3)
C.BS.3	Determine cash flow for a business
C.BS.4	Compare budget figures to actual costs
C.BS.5	Prepare and maintain payroll records
C.BS.6	Determine manufacturing costs
C.BS.7	Use technology to maintain, manipulate, and report financial information

<b>Information Systems</b>	
<b>Information Technology</b>	
B.4.1	Identify hardware components (see LA E.4.1)
B.4.2	Open and close a program (see LA E.4.1)
B.4.3	Save and retrieve a file (see LA E.4.1)
B.4.4	Develop touch keyboarding techniques
B.4.5	Use various input devices (see LA E.4.1)
B.4.6	Compose simple information using a keyboard (see LA E.4.1, B.4.1)
B.4.7	Proofread and edit documents (see LA B.4.2, E.4.5)
B.4.8	Print a document (see LA F.4.1)
B.4.9	Use graphic software to paint or draw (see LA E.4.3, E.4.1)
B.4.10	Access the Internet (see LA F.4.1)
B.4.11	Listen to speakers who use current technology (see LA E.4.5)
B.8.1	Identify hardware components inside the computer
B.8.2	Have a basic understanding and use of file management
B.8.3	Use a medium to store, retrieve, and backup information (see LA E.4.1)
B.8.4	Explain when to use word processing, spreadsheet, database, and desktop publishing software
B.8.5	Demonstrate touch keyboarding skills at acceptable speed and accuracy levels
B.8.6	Use word processing software to compose, organize, and edit information
B.8.7	Use spreadsheet software to create, store, retrieve, update, and delete data
B.8.8	Use database software to store and manipulate data
B.8.9	Proofread and edit documents
B.8.10	Demonstrate the use of print functions
B.8.11	Identify security issues pertaining to computer systems
B.8.12	Use the Internet to obtain information
B.12.1	Access, navigate, and use on-line services
B.12.2	Identify and use communication software
B.12.3	Enter and manipulate data using the touch method on a ten-key pad
B.12.4	Import text and graphics from other software programs
B.12.5	Use the integration features of a software package
B.12.6	Restart and recover from system failure and virus infection as necessary
B.12.7	Identify and compare types of programming languages
B.12.8	Contrast careers in the information technology industry
B.12.9	Describe emerging hardware and software
B.12.10	Import, export, and merge data
B.12.11	Identify electronic storage media
B.12.12	Analyze spreadsheet data
B.12.13	Use desktop publishing software to create documents (see LA E.8.3)
B.12.14	Use common features of multimedia software
B.12.15	Identify laws and rules pertaining to computer crime, fraud, and abuse
B.12.16	Practice a code of ethics for information systems
B.12.17	Describe how the information technology industry impacts society
B.12.18	Send and receive faxes
B.12.19	Use electronic mail
B.12.20	Send and respond to voice messages
B.12.21	Sort and file documents according to established procedures
B.BS.1	Diagnose and solve problems related to the operation of computer equipment
B.BS.2	Apply special features of software packages such as galleries, templates, macros, etc.
B.BS.3	Describe how information systems have changed the workplace
B.BS.4	Explain how information systems have contributed to worker productivity

## Information Systems

### Information Technology (continued)

B.BS.5	Use data to create information to solve business problems
B.BS.6	Use desktop publishing software to design, create, and produce a variety of publications (see LA E.8.3)
B.BS.7	Import data, graphics, and scanned images using desktop publishing software
B.BS.8	Use multimedia software to design, create, and produce a variety of presentations (see LA E.8.3)
B.BS.9	Design and create a web page
B.BS.10	Evaluate application software products in terms of their features
B.BS.11	Customize application software
B.BS.12	Generate complex, multipart documents
B.BS.13	Use operating system commands
B.BS.14	Generate business forms
B.BS.15	Generate newsletters and brochures (see LA E.8.3)
B.BS.16	Create documents by merging information
B.BS.17	Establish and maintain a records management system



## Management

### Business Law (Principles of Law)

I.4.1	Explain rules at home and understand the rationale for these rules (see SS C.4.3)
I.4.2	Identify school rules and the rationale for these rules (see SS C.4.3)
I.4.3	Recognize community laws and their rationale (see SS C.4.4)
I.8.1	Explain why laws are made
I.8.2	Explain common legal terms
I.8.3	Explain the judicial system (see SS C.8.4)
I.8.4	Identify an individual's legal rights and responsibilities in a democratic society (see SS C.4.1)
I.12.1	Interpret and apply legal principles to business and personal situations
I.12.2	Differentiate and contrast between felonies and misdemeanors and their penalties
I.12.3	Understand rights and responsibilities when leasing property
I.12.4	Identify laws governing credit and credit reporting
I.12.5	Demonstrate an understanding of legal forms used in business transactions
I.12.6	Understand laws that govern personal investments and estates
I.12.7	Identify agencies protecting consumer rights
I.12.8	Become aware of career opportunities in law-related areas, and understand the technical skills, knowledges, education levels, and skills needed
I.BS.1	Describe sources of laws and their effect on individuals and society (see SS C.8.3)
I.BS.2	Identify court systems and procedures (see SS C.8.4)
I.BS.3	Analyze laws governing starting and maintaining a business
I.BS.4	List the elements of a business contract, and identify and explain the various types of contracts
I.BS.5	Demonstrate an understanding of the legislative process, and exhibit an awareness of legislation affecting business
I.BS.6	Compare and contrast differences in ethical and legal systems from state to state and nation to nation
I.BS.7	Explain contractual rights and responsibilities
I.BS.8	Discuss consumer protection legislation
I.BS.9	Identify contractual capacity
I.BS.10	Discuss the effects of law on employment relations
E.4.1	Identify characteristics of an entrepreneur (business owner) (see SS E.4.12, B.4.1, B.4.3, B.4.7)
E.4.2	Identify reasons for keeping financial records
E.4.3	Explain the cost of theft to business
E.8.1	Describe the role of entrepreneurs in a market system and explain the benefits and risks of becoming an entrepreneur (see SS D.8.8)
E.8.2	Recognize opportunities that would lead to a successful business
E.8.3	Give examples of how businesses meet societal needs
E.8.4	Explain the impact of competition on profits
E.8.5	Explain how supply and demand interact to determine price (see SS D.8.2)
E.8.6	Define differences between debt and equity and identify factors that can lead to higher and lower prices
E.8.7	Contrast the differences among corporations, sole proprietorships, and partnerships
E.8.8	Discuss major components of a business plan
E.8.9	Describe major business activities that occur in any business
E.8.10	Prepare a personal net worth statement
E.8.11	Explain the basic operations of a small business
E.12.1	Analyze the degree to which one possesses the characteristics, skills, and abilities of an entrepreneur (see SS D.8.8)
E.12.2	Participate in a career-related, community service activity
E.12.3	Discuss the effects of promotion on pricing and demand for goods (see SS E.4.10, E.8.8, E.12.7)
E.12.4	Complete a commercial loan application

## Management

### Business Law [Principles of Law] (continued)

E.12.5	Identify personnel needed for a small business
E.12.6	Define the interdependence of foreign and domestic markets (see SS D.8.3, D.8.11, D.12.8)
E.12.7	Define franchising and describe the relationship with other forms of business organizations
E.12.8	Discuss appropriate responses to unethical behavior in the workplace
E.12.9	Identify resources available to entrepreneurs when preparing a business plan
E.12.10	Operate a small business
E.12.11	Describe the business cycle
E.12.12	Compare ways to finance a business venture
E.BS.1	Research the unique contributions of entrepreneurs in the American economy
E.BS.2	Given a business dilemma, identify the problem and analyze possible solutions
E.BS.3	Design a business plan for a specific business
E.BS.4	Establish a means for building and maintaining customer loyalty
E.BS.5	Identify impact of outside sources such as labor unions, trade organizations, and competition when establishing a small business
E.BS.6	Prepare financial statements for a planned business
E.BS.7	Evaluate the financial condition of a business based on its financial records
E.BS.8	Diagram the organizational structure of a planned business
E.BS.9	Describe practices associated with cultural diversity that would impact a business moving from the national to the international marketplace
E.BS.10	Develop a business plan for a specific business based on the concepts of successful entrepreneurship, and defend the plan to an investor

## Management

### International Business

G.4.1	Identify a currency used in another country
G.4.2	Identify metric measurements (see M D.4.2)
G.4.3	Identify different countries in the world (see SS A.4.5)
G.4.4	Identify a product which is produced in another country
G.8.1	Recognize major cities in the world and identify the countries in which they are located (see SS A.4.2, A.4.5)
G.8.2	Identify major holidays in various cultures and discuss how they are celebrated
G.8.3	Identify international cultural differences in food, dress, and social behavior of countries (see SS E.4.14)
G.8.4	Identify basic words and phrases in languages used in business throughout the world
G.8.5	Define basic business terminology used in international business transactions such as import and export
G.8.6	Identify examples of imported and exported goods
G.12.1	Define international business
G.12.2	Explain the difference between a domestic and international company
G.12.3	Locate major trade regions of the world (see SS A.12.6, A.12.7)
G.12.4	Determine time in different parts of the world (see SS A.4.5)
G.12.5	Identify careers that are influenced by international business
G.12.6	Recognize challenges in business related to people speaking various languages
G.12.7	Identify currencies used throughout the world
G.12.8	Calculate simple currency exchange transactions
G.12.9	Identify requirements for traveling abroad
G.BS.1	List examples of international trade in the local community
G.BS.2	Explain advantages and disadvantages of trade agreements between and among nations
G.BS.3	Identify the relationship between international events and the daily conduct of business
G.BS.4	Identify international trade partners
G.BS.5	Explain the role of international business at local, regional, and national levels
G.BS.6	Explain how time zones around the world affect businesses
G.BS.7	Compare the resources (e.g., trade routes, transportation centers, foreign trade zones, etc.) of major cities around the world
G.BS.8	Detail the processes for securing travel documents
G.BS.9	Explain the role of U.S. Customs and the customs agencies of other countries
G.BS.10	Identify the role of translators and interpreters in international business settings
G.BS.11	Use words and phrases important to business people in a given language
G.BS.12	Explain appropriate business protocol in international business situations
G.BS.13	Explain the use of names, titles, and ranks in different cultures and countries
G.BS.14	Select most appropriate telecommunication methods for given international business situations
G.BS.15	Define international business terms; such as, nontariff trade barriers, tariff, quota, and balance of trade
G.BS.16	Explain how changes in exchange rates affect consumers, companies that export goods, and companies that import goods
G.BS.17	Identify potential problems or “hurdles” of doing business in foreign countries

## Management

### Principles of Management

H.4.1	Identify management positions within your school building
H.4.2	Contrast the different levels of management in your school building and how their responsibilities differ
H.8.1	Identify why business decisions need to be made
H.8.2	Describe how to collect and analyze the data in order to make business decisions
H.8.3	Analyze outcomes as a result of business decisions
H.8.4	Identify personal traits of successful business owners and managers
H.12.1	Identify the function areas of a business
H.12.2	Identify and explain a business organizational chart
H.12.3	Become aware of career opportunities in business organization/ management, and understand the technical skills, knowledges, education levels, and attitudes needed
H.BS.1	Analyze the pros and cons of different management decisions
H.BS.2	Develop short-term strategic plans for a business
H.BS.3	Describe how the organization provides for accountability through authority and responsibility
H.BS.4	Measure and compare established employment standards
H.BS.5	Recognize the role of labor and management unions
H.BS.6	Understand the importance of employer/employee relations

### Marketing

F.4.1	Determine product/service preferences of classmates and family members
F.8.1	Explain the difference between promoting and selling
F.8.2	Contrast different types of promotional campaigns
F.8.3	List factors that influence consumers to buy
F.8.4	Explain the purposes of promotion
F.8.5	Describe the distribution process
F.8.6	Explain how a business identifies products/services needed and wanted by consumers
F.12.1	Explain how marketing benefits all businesses
F.12.2	Define marketing mix
F.12.3	Describe current trends that affect the marketing mix
F.12.4	Describe how government regulates marketing (see SS D.12.5)
F.12.5	Describe how marketing problems are identified
F.12.6	Describe the market research process
F.12.7	Describe the factors that influence a consumer's decision to buy
F.12.8	Identify the elements of the promotional mix
F.12.9	Identify the role of marketing in the United States economy
F.12.10	Describe various methods of product distribution (logistics)
F.BS.1	Describe and use a marketing plan
F.BS.2	Perform market research
F.BS.3	Test market a product/service
F.BS.4	Analyze the life cycle of a product/service
F.BS.5	Analyze the various factors in pricing for a product/service
F.BS.6	Identify factors that influence the promotional mix of a product/service
F.BS.7	Identify the steps of the selling process
F.BS.8	Develop a distribution plan for a product/service